

Age 18-24
Quit Line Data Summary
July 1 - September 30, 2002

	18 - 24	State
Number of Calls to Quit Line	N = 462	N = 3,906
Percent of Statewide Calls	14.9%	100.0%
Percent of State Population in County¹	9.5%	100.0%
	18 - 24 %	State %
Gender	N = 458	N = 3,543
Female	65.3%	61.4%
Male	34.7%	38.6%
Race/Ethnicity	N = 436	N = 2,967
People of Color	15.6%	15.6%
White	84.4%	84.4%
Age	N = 462	N = 3,091
18 - 24 years old	100.0%	14.9%
Education	N = 457	N = 3,038
Did not graduate high school	25.4%	16.6%
High school graduate	45.1%	31.8%
Some college/vocational school	25.4%	38.6%
College graduate	4.2%	13.0%
Caller Type	N = 439	N = 3,409
General Information	4.3%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	95.7%	83.9%
Payer Type	N = 292	N = 2,235
Insured	41.1%	43.4%
Uninsured	31.5%	23.8%
Medicaid	27.4%	32.7%
Heard About	N = 398	N = 2,881
Past caller	16.1%	17.4%
Employer/worksites	0.5%	0.7%
Health care provider	15.3%	19.6%
Television	28.9%	23.9%
Outdoor advertisement (billboard/bus/wall)	9.0%	7.0%
Targeted mailing	1.0%	0.6%
Great Start	0.3%	0.3%
Radio	0.8%	1.9%
Newspaper/Magazine	0.5%	1.1%
Brochure/Newsletter	4.8%	4.9%
Family or friend	18.6%	18.8%
Health Department	4.0%	3.0%
School	0.3%	0.6%